KPFK Fundraising Committee
Minutes
Oct 3, 2022 7:00 PM

Convened at 7:17pm

1. **Call to Order – Roll Call**

   LSB  Bella DeSoto  
   PUB  Michael Heiss  
   LSB  Lawrence Reyes  
   PUB  Jeanine Rohn  

   Absent:  Sue Cohen-Johnson, Rob Macon, Michael Novick.

   Also Attending:  Ruth Strauss, Andrew Weiss, Jon Markowitz.

2. **Agenda Approved**

3. **Time set to Adjourn at 8:30pm**

4. **Approval Minutes of 9/5/22 set to be approved through email.**

5. **Next meeting set for 10/3/22 at 7:00pm.**

   (some discussion on making it later due to other cmte mtgs overlap)

6. **Discussion of Status of Fundraising Initiatives.** (Public Comment interspersed)

   a. Phone-banking Status.  
      (Chair recaps her experience phone-banking. Very few available to volunteer. Bella suggest Angelina and Lawrence volunteers.)

   b. Online Auction.  
      (Chair recaps Bidding for Good status as platform – as it needs multiple station approval. Pros and Cons of having it’s own membership instead of referral. Timeline discussed. Chair will reach out to ED for clarity on next steps.)

   c. Tik-Tok initiative  
      (Discussion on offering a commission to volunteers/ students)

   d. Benefits card  
      (Chair requests for a member to volunteer to type up a proposal. M. Heiss makes point that energies could be better used to move other initiatives forward that can have more immediate effect.)
e. Theater West live event.
   (Chair recaps concern from iGM about any quid pro quo arrangement with venue. M. Heiss responds that any event that is mission compatible should be acceptable.

f. Theater ticket give-away
   (Chair recaps suggestion about David Rosenberg type give-away. Needs to find someone associated with KPFK with those types of theater connections)
   B. De Soto and R. Strauss comment on the reprisal of the Film Club.

7. **New Business** – R. Strauss speaks about the website fund-drive pages is lacking. She is also concerned about the KPFA find-drive call-ins that are to be collecting for KPFK. She suggests we confirms those funds are coming to the station. B. De Soto agrees, cites “Flashpoints” amounts raised. Suggest a percentage of the funds goes to KPFK for airing KPFA programming.

8. **Adjourn 8:42pm**